FSC-375-B	9/16/94	TO:ROM / All Managers
SUBJECT:	Focus Program Continuation (November 1994 - April 1995)	

DISTRIBUTION:

X AVP	X CAM	X ELM
X RM	X Reg.Mil.Mgr.	X MIL
X ROM	X DM	___ REP

GREAT NEWS!

We are pleased to announce the continuation of the Focus Program for the period of November 1994 - April 1995 for all of our direct buying customers.

Due to the exceptionally positive response from current participating customers, we feel there is a great opportunity to continue our efforts for a Win-Win relationship with the distribution community.

Program Information: Materials

During the week of September 19 you will be receiving materials regarding the Focus Program (November - April) as follows:

Fact Book: Focus Program (November - April) - 1 per RM, ROM & CAM

- Due to the level of detail involved, a comprehensive Program Fact Book has been recreated. Although the objectives and strategies remain very similar to the May - October Program Period, a large portion of the program details needs to be restated, along with the changes incorporated into the new program period of November 1994 - April 1995.

- You should make addition copies of the Fact Book as needed.

Focus Presentation Covers - ROM only

- The same (Green) Focus Presentation Covers will be sent as initially provided for the May - October Program Period.

- This may be utilized when presenting accounts the new customer presentation (PowerPoint) documents that will be included in the New Program Fact Book.

- The presentation covers are packed 25/sku. The number of sku's you will receive will be relative to the number of direct accounts located within your sales region.

- Should you need additional copies, please contact Fred Baumann at extension 7149.

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Timing of Customer Presentation

- Please schedule customer presentations on a priority basis as follows:

  - Late September -- Potential "New" Plan "A" customers
    -- Potential "New" Plan "B" customers

  These customers will need advanced notice in order to prepare for the November - April Program Period.

  - Prior to October end - customers remaining on the same Focus Plan as currently participating may resume participation but will need to be presented with the new Focus Program changes.

Presentation Key Points

- Plan "A" Customers:

  - Prospective new Plan "A" customers must begin to submit data starting the week of October 29, 1994 - November 4, 1994 to be eligible for Plan "A" Program participation.

- Plan "B" Customers:

  - You must ensure that all participating Plan "B" customers provide their monthly purchases and sales information, by manufacturer, on a monthly basis for the entire Program period. This is essential for tracking purposes.

  - Those customers who can not or will not provide their monthly purchases and sales information in this manner, will be ineligible for Program participation.

Program Contacts

- General Program Issues/Questions: Fred Baumann at extension 7149

- System Issues/Questions (Plan "A" Customers): Information Resources @ 1-800-FOCUS-68 (1-800-362-8768)

Thank you for your efforts with the implementation of the May - October program, and working with your direct buying customers to help in securing our position in the marketplace. We look forward to the continued success of the Focus Program!

R. J. REYNOLDS TOBACCO COMPANY

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